

STUDENTS' RESPONSES TOWARD THE IMPLEMENTATION OF GENRE BASED APPROACH THROUGH INSTAGRAM POSTS

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Abstract

This study aims to describe students' responses toward the implementation of Genre Based Approach through instagram posts in teaching writng. This study used descriptive qualitative methods. The participants of the study were 39 students of Vocational High School in Cimahi. The data were taken through questionnaire. The result of this study showed that students gave positive response toward the implementation of teaching writing using Genre Based Approach through instagram posts. The data revealed that all respondents (100%) motivated to get better grades. In addition, most of students (94.4%) stated that learning using Genre Based Approach are interesting and make them courageous in expressing their opinion. Furthermore, most of students (83.3%) also agreed that Genre Based Approach through instagram posts made it easier to understand the material.

Keywords: Writing, Genre Based Approach, Instagram Posts

INTRODUCTION

Language is a means of communication between humans. By mastering each other's language, communication will run well. Indonesia has a variety of cultures and languages, where the local language is used as the first language while Bahasa Indonesia is the national language. The language that is often used throughout the world is English because that is an international language. Therefore English is a very universal language because it is used almost all over the world. English is a foreign language in Indoensia. Given the importance of English to open the gates of communication between countries, learning English is introduced early stage in Indonesia. There are four English skills that must be mastered by students including listening, speaking, reading, and writing. Writing skill is often considered the most difficult skill in learning English because writing skill requires students to be productive. It in line with Richards and Renandya (2002) state that writing is the most difficult skill for a second or foreign language learner to be mastered. In line with Alsamadani (2010) in Handayani (2017) state that writing is a challenging and hard to do process because contains several skills such as identification of the thesis statement, writing supporting details, reviewing and editing. That way the teacher must be able to use the right approach for students according to their needs so that it is easier for students to learn to write. One of them is genre based approach. According to Hyon (1996) in Luu (2011) says that genre-based approach focuses on the relationship between the genre of the text and its context. This research is also supported by the use of Instagram posts in teaching writing using a genre based approach with the aim of creating creative learning amidst today's online learning.

Since the declaration of COVID-19 as a pandemic by the WHO, it has required that learning and teaching activities be carried out online, with both students and teachers being prepared to

carry it out. The selection of Instagram aims to attract students' interest in new learning situations and Instagram is technology or social media that teenagers are attracted to. Zheng (2013) in Handayani (2017) also states that teachers can actively apply this tool to stay in touch with students or to manage online activities. Supported by Kurniawan and Kastuhandani (2016) in their journal say that new technology serves as a vehicle in meeting students' demands for new and fun, innovative experiences, and the use of Instagram in writing allows students to generate ideas for their writing process, assigning them with active content, authentic, and brings involvement and encouragement in learning. To see the success of teacher in implementing teaching writing using Genre-Based Approach through Instagram posts, it is seen based on the responses that students give during the learning and teaching process. Response is a coordinated movement by one's perception of every event in society (Hamalik, 2011)

Writing is one of the most important skills in language skill, supported by Dantes (2013) in Soviyah & Etikaningsih (2018) explains that writing is one of the most important aspects of language skills because it helps students develop other language macro skills without them realizing it. Ghaith (2002) in Rinda, Novawan, & Miqawati (2018) says that a comprehensive writing practice requires writers to be able to find thoughts and ideas so that their work can be understood and real for the reader. In line with Linse (2006) in Masitoh & Suprijadi (2015), writing is a compound of the process and product of finding ideas, write down them on paper and working on them until they are presented in a way that is smooth and understandable to the reader. In other words, writing is a process of pouring ideas into a script to form a product.

According to Byrne (1984) in Irawansyah (2016), a Genre-Based Approach is defined as a set of idea based on language teaching on the model of a specific genre. In addition, derewianka (2003) in Lin (2006) says that a Genre Based Approach, where teaching and learning concentrate on understanding and producing a certain genre of text (both spoken and written) more and more influential in teaching English. While, Hyland (2003:18) in Maulani (2021) says that the Genre-Based Approach refers to how to utilize language patterns to achieve a coherent and directed composition. Based on the statements above, it can be said that the genre based approach is one approach that can be applied to language learning which focuses on the characteristics, purposes, and language use of certain texts. Meanwhile, according to Hammond et.al (1992) in Irawansyah (2016), there are four stages in the application of the Genre-Based Approach, including building knowledge of the field, modeling of the text, joining construction of the text, and independent construction of the text.

Instagram is one of the most popular social media today. According to statista (2017) in Hilman (2019), Instagram has been used by 800 million people. It indicates that Instagram is one of the social media that is widely used in this digital era, where there are several features including uploading photos and videos, commenting on an upload, sending messages, and other social networks. This study only focuses on using Instagram to get ideas for students based on uploads on Instagram. Listiani (2018) on Basith, A & Syafi'i (2018) also says that Instagram is an instant form of fun to share human life with others through a series of images and unique media with many features to support student goals related to daily needs and education. Added by Sukmawati & Nasution (2020) in their journal, a genre-based approach can improve students' writing skills which is also supported by student involvement and spirit as well as student agility and collaboration in the learning process.

METHOD

This research was conducted using descriptive qualitative method. Based on Suryana (2010) in Sadiyah & Royani (2019) descriptive research is a research in which the process of analyzing

the subject systematically. Descriptive qualitative research focuses on making systematic and accurate descriptions according to the fact about a particular object. On the other hand, Creswell (1994) argues that qualitative research is described as an ongoing model that occurs in a natural setting that allows the researcher to develop a high level of detail from involvement in actual experiences. It is stated more that qualitative research aims to describe, explain, and interpret data based on the social phenomena investigated from the participant's point of view in detail. In this study the researchers collecting data by using questionnaires. Questionnaire filled out by students and was given at the end of the meeting after all materials were implemented. This research was conducted in one of the Vocational High School in Cimahi, West Java. The participants of the study consisted of 39 students. The questionnaires were divided into Yes/No questions.

RESULTS AND DISCUSSION

Results

The section shows the results of the researchers. Students' response toward the implementation of teaching writing using Genre Based Approach through instagram posts by giving questionnaires with yes/no options in their answer. After analyzing the the students' response questionnaires in the process of teaching writing using genre based approach through instagram posts, the result of the questionnaire can be seen as follow:

Table 1.Results of Students' Questionnaire

No	Questions	Percentage of Answer	
		Yes	No
1	Does learning to write using Genre Based Approach through instagram posts that have been applied make it easier for you to understand the material?	83.3 %	16.7 %
2	Is learning to write using Genre Based Approach through instagram posts that have been applied more interesting, fun, and not boring?	94.4 %	5.6 %
3	Are you motivated to get better grades after learning to use Genre Based Approach through instagram posts?	100 %	0 %
4	Are you more courageous in expressing your opinion in the learning process?	94.4 %	5.6 %

Based on table 2. It can be seen in the results of students' response based on the questionnaire that has been given, for the first question, "does learning to write using Genre Based Approach through instagram posts that have been applied make it easier for you to understand the material?" shows that 83.3% of students choose the answer yes and 16.7% of students choose the answer no. For the next question, namely "is learning to write using Genre Based Approach through instagram posts that have been applied more interesting, fun, and not boring?" shows that 94.4% of students answered yes and 5.6% of students answered no. Besides that, for the question "are you motivated to get better grades after learning to use Genre Based Approach through instagram posts?" shows that as many as 100% of students choose the answer yes. As for the last question, "are you more courageous in expressing your opinion in the learning process?" shows that 94.4% of students choose yes and 5.6% of students choose no. It can be seen that overall most of the students gave a very good response to learning to write using Genre Based Approach through instagram posts.

Table 2. The Average of Students' Response

Yes	No
93 %	7 %

The average score of students' responses on table 2. Showed positive responses in the learning process. The data shows that 93% of students gave positive responses toward the implementation of teaching writing using Genre Based Approach through instagram posts. Besides, the negative response of students as much as 7%.

Discussion

Based on the results of the data analysis, it can be explained that during the learning process, students were quite easy to understand the material as shown in the results of the questionnaire that most of students (83.3%) agreed that the implementation of teaching writing using a Genre Based Approach through instagram posts made it easier for them to understand the material. Furthermore, most of students (94.4%) agreed with the statement that they feel interested, happy and not bored during the learning process. In addition, students are more motivated to get better grades after learning to write using Genre Based Approach through instagram posts, it is shown by the results of the questionnaire that all of students which means 100% of students agreed with the statement. Other than that, students feel more courageous in expressing their opinions, it can be seen from the results of the questionnaire that most of students (94.4%) agreed with the statement. From the explanation above, it can be seen the students' responses toward the implementation of teaching writing using Genre Based Approach through instagram posts that has been carried out have a good responses from students. In line with the findings in Hilman (2019) there are differences in students' writing abilities when using Instagram and those who do not, in other words, the use of instagram can improve students' writing skills and get good responses from students.

CONCLUSION

From the previous explanation above, it can be concluded with the findings of the research that has been done that students gave a very good response toward the implementation of teaching writing using Genre Based Approach through instagram posts. Moreover, the implementation of teaching writing using Genre Based Approach through instagram posts make students easy to understand the material and more brave in expressing their opinion, being able to create a fun and not boring learning atmosphere, and being able to build students' motivation in learning.

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